



SYSTEM FOR APPLYING MARKINGS TO OPTICAL MEDIA

CROSS REFERENCE TO RELATED APPLICATIONS

[0001] This patent application is filed under 35 U.S.C. §120 as a Continuation-In-Part of and claiming priority to co-pending U.S. Patent Application No. 10/165,273 filed June 6, 2002; which in turn claims priority under 35 U.S.C. §119(e) to U.S. Provisional Application Serial No. 60/296,308 filed June 6, 2001, U.S. Provisional Application Serial No. 60/310,914 filed August 8, 2001, and U.S. Provisional Application Serial No. 60/311,160 filed August 9, 2001; this patent application further claiming priority under 35 U.S.C. §119(e) to U.S. Provisional Application Serial No. 60/412,153 filed September 18, 2002; and, U.S. Provisional Application Serial No. 60/489,945 filed July 22, 2003. The disclosures of these applications are incorporated by reference herein.

FIELD OF THE INVENTION

[0002] This invention relates to a method and apparatus for rapid production of high quality images upon the read out side of optical media.

BACKGROUND OF THE INVENTION

✓ [0003] Optical media, as typically used today, includes a variety of supplementary information that is in addition to the data recorded in the optical media. The supplementary information is frequently presented in elaborate form, consistent with the marketing, advertising or other goals of the manufacturer. The supplementary information may be included in various fashions, such as through the use of stick on labels, inks or through other techniques.

✓ [0004] Considering that approximately 1 billion DVDs and more than 4 billion CDs are produced annually (as estimated by the International Recording Media Association), the potential advertising space has been equated to 1 billion magazine advertising pages, 300 million newspaper advertising pages, or 3 million billboards. Accordingly, the value of incorporating markings into the readout side of optical media is very high.